College students across the nation have numerous on-campus resources designed to increase their academic successes; however, students struggle to choose the best one(s) that fit their unique learning styles and needs. This is especially true for incoming freshmen. In this preliminary study, we designed and tested a decision-aid model to understand students’ decision-making process when it comes to choosing academic support services. We built our decision-aid model by studying two existing sets of non-cognitive survey data using Factor Analysis, and framed the matching problem as a constrained least-squares optimization problem where we solve two unknowns simultaneously using a classical eigen-analysis. New survey data collected on roughly 165 incoming students at California State University, Long Beach, were used to train and validate our decision-aid model. This talk reports our preliminary findings and future directions. (Received September 25, 2017)